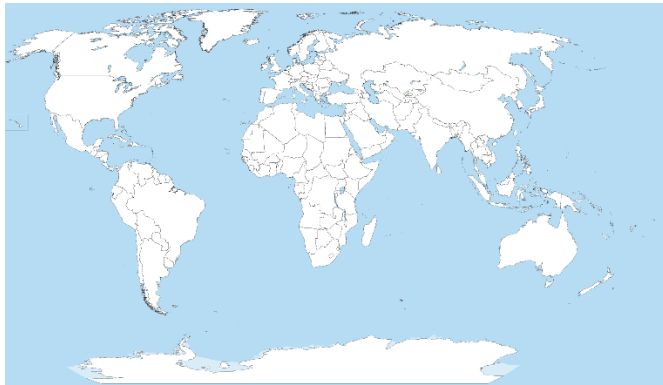


## Japan market briefing

### Where is Japan?

U.S. version



Japan version

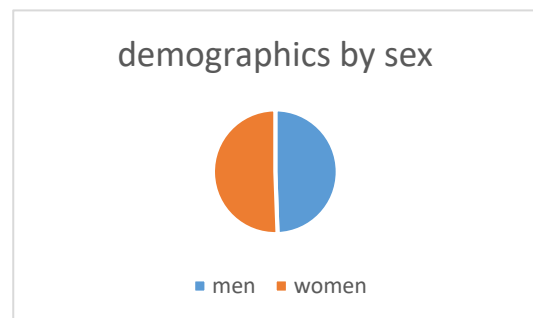
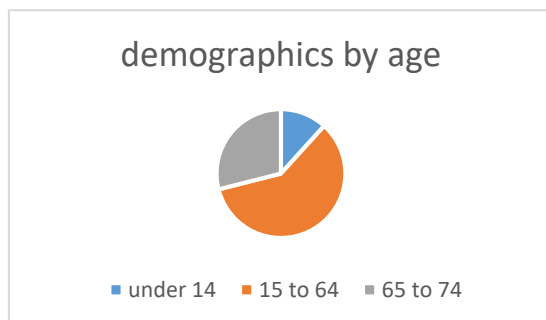


### Overview of Japan:

#### GDP in 2020

Ranking	Name of country	Unit (US\$ million)	Growth rate (2021 vs 2020)
1 <sup>st</sup> place	United States of America	22,675,271	5.7%
2 <sup>nd</sup> place	Republic of China	16,642,318	8.1%
3 <sup>rd</sup> place	Japan	5,378,136	2.7%

**Population: 125,194,000 (as of February 2022)**



Ethnic groups: Japanese 98.1%, Chinese 0.5%, Korean 0.4%, other 1% (includes Pilipino, Vietnamese, and Brazilian)

### Typical household income (as of May 2022):

The average monthly income: 489,745 yen (US\$3,767.27)

### Imported food value/ratio

US\$68.44 billion/9.5% of total import value in Japan

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## **Market ranking for U.S./WA food exports + top competitors**

2<sup>nd</sup> ranking (\$1.2 billion)/Competitors: China, Canada, Australia, Thailand, Italy

## **Successful U.S./WA products + those with best potential**

Ranking of products to export in Japan: hay, frozen French fries, fish and seafood, wheat, beef, dairy, frozen vegetables, fruit juice, pasta, fresh sweet cherries.

## **Current market trends**

Higher quality and luxury foods are still popular. SDG's, sustainability and organic are rising trends, as well as, Plant-based foods and Complete diet/balanced meal (meal that include all necessary nutrition) have been appearing recently

## **Import procedures & requirements (short overview, web links, tips, etc.)**

Procedures are as follows:

[https://www.jetro.go.jp/ext\\_images/mexico/mercadeo/ImportProcedures\\_EN.pdf](https://www.jetro.go.jp/ext_images/mexico/mercadeo/ImportProcedures_EN.pdf)

The import notification submission, the inspection process, and finally, the obtaining of a certificate of notification are required to import foods to Japan. Custom clearance and distribution

information: <https://www.gourmetpro.co/blog/what-are-japan-food-import-regulations#:~:text=The%20procedure%20to%20import%20food,to%20custom%20clearance%20and%20distribution>)

## **Transportation & cold storage (top takeaways for your market)**

Nippon Express, Yamato Transport Co., Sagawa Express Co.,Ltd, Kintetsu World Express, Itochu Logistics Corp.

<https://www.mordorintelligence.com/industry-reports/japan-cold-chain-logistics-market>

## **Market entry strategy/information**

Finding local partners and construct a robust business relationship with them, keeping connected by making visits to Japan (<https://www.trade.gov/knowledge-product/japan-market-entry-strategy>)

Frequent communication with partners, appreciation and respect for the culture, and Japanese language ability is preferable (<https://www.privacyshield.gov/article?id=Japan-Market-Entry-Strategy#:~:text=Japan%20%2D%20Market%20Entry%20StrategyJapan%20%2D%20Market,good%20partner%3B%20use%20of%20agents.&text=Use%20of%20the%20Japanese%20language%20is%20critical%20to%20success%20in%20Japan>)